

PRESS RELEASE

Rutronik and ADLINK Technology sign cooperation agreement: Customers to benefit from combined product and market expertise to accelerate innovation in edge computing



Xavier Serra, Director Distribution Network EMEA at ADLINK Technology (left), and Bernd Hantsche, Vice President Product Marketing Embedded & Wireless at Rutronik (right), announce the co-operation between their companies at this year's Embedded World in Nuremberg.

Ispringen/Mannheim, April 23, 2024 – Rutronik Elektronische Bauelemente GmbH, a global broadline distributor, and ADLINK Technology Inc., a global leader in edge computing, have entered into a new strategic partnership. ADLINK is a leader in the module sector in particular and, as a manufacturer of edge hardware and software for embedded, distributed and intelligent computing applications, has a strong focus on the development of application-specific solutions. For customers, the partnership means access to an expanded portfolio and bundled expertise, primarily in industrial automation, but also in medical technology and healthcare. Customers can build complete edge computing systems from a single source with ADLINK computing solutions and complementary products such as power supplies or data storage from the Rutronik range.

Representatives of the two companies announced the partnership at the Rutronik stand at Embedded World 2024 in Nuremberg. The first stage of implementation will be to include ADLINK's Computer-on-Module (CoM) range in the Rutronik portfolio. The integration of further products such as monitors, panel

PCs or GPUs (Graphics Processor Units) will follow. An essential part of the co-operation is the intensive training of Rutronik's international teams of experts to provide customers with competent support for design-in projects.

"We see many synergies with Rutronik and are convinced that this cooperation will enable us to significantly expand our market presence, especially internationally," explains Xavier Serra, Director Distribution Network ADLINK Technology. "With Rutronik, we have a renowned and experienced partner at our side whose product and market expertise in EMEA will enable us to achieve our strategic goals."

"The collaboration with ADLINK strengthens our portfolio in the growth segment of edge computing and allows us to further expand our design-in project business," added Anja Schaal, Senior Manager Product Marketing Boards & Storage at Rutronik. "ADLINK's leading position in the module sector, combined with our ability to offer everything from chips to complete solutions including chip-down design, will consolidate our position in the market and increase customer satisfaction."

About ADLINK Technology

ADLINK Technology Inc. (TAIEX:6166) leads edge computing, the catalyst for a world powered by artificial intelligence. ADLINK manufactures edge hardware and develops edge software for embedded, distributed, and intelligent computing – from powering medical PCs in the intensive care unit to building the world's first high-speed autonomous race car – more than 1600 customers around the world trust ADLINK for mission-critical success. ADLINK holds top-tier edge partnerships with Intel, NVIDIA, AWS, and SAS, and also participates on the Intel Board of Advisors, ROS 2 Technical Steering Committee and Autoware Foundation Board. ADLINK contributes to open source, robotics, autonomous, IoT and 5G standards initiatives across 24+ consortiums, driving innovation in manufacturing, telecommunications, healthcare, energy, defense, transportation and infotainment. For over 28 years, with 1800+ ADLINKers and 200+ partners, ADLINK enables the technologies of today and tomorrow, advancing technology and society around the world. Follow ADLINK Technology on LinkedIn, Twitter, Facebook or visit adlinktech.com.

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ABOUT RUTRONIK

Rutronik Elektronische Bauelemente GmbH was founded in 1973 and for more than five decades the independent family-owned company based in Ispringen (Germany) stands for sustainable growth with a focus on high-growth future markets. In the fiscal year 2023, its around 1,900 employees generated sales of 1.24 billion euros, serving more than 40,000 customers.

With more than 80 offices worldwide and logistics centers in Austin (Texas), Shanghai, Singapore, and Hong Kong, Rutronik ensures comprehensive customer support in Europe, Asia, and North America. The company focuses on high-growth future markets that will shape the world of electronics tomorrow. These are Advanced Materials, Advanced Measurement, Processing & Analytics, Advanced Robotics, Automation, Biotechnology, Energy & Power, Future Mobility, IIoT & Internet of Everything, Industry 4.0, Medical & Healthcare, and Transportation, Logistics & Supply Chain.

To serve customers in these future markets, the RUTRONIK AUTOMOTIVE, RUTRONIK EMBEDDED, RUTRONIK IT ELECTRONICS, RUTRONIK POWER, RUTRONIK SMART, and RUTRONIK SYSTEM SOLUTIONS initiatives bundle expertise, specific product portfolios, and consultancy support. In this regard, Rutronik relies on customized solutions that are tailored to the respective needs. The services range from competent technical support in product development and Design-Ins, through the diverse product portfolio of leading manufacturers, to the company's software and hardware solutions with partly patented Rutronik IP.

Customized logistics systems, reliable supply chain management, and logistics centers worldwide ensure on-time delivery. The Rutronik24 e-commerce platform completes Rutronik's range of services.

Further information is available at www.rutronik.com. The new [corporate film](#) also provides exclusive insights into the history and development of Rutronik.

